AgroSpectrum ASIA
Envisaging Future | Updating Present

China's Grid Zhenjiang Power Supply Company ensures International sales expansion for Local Wine industry

24 September 2024 | News

Aims to support the high-quality development of the wine industry in Dingzhuang.



Aims to support the high-quality development of the wine industry in Dingzhuang.

China's (Zhenjiang State) Grid Zhenjiang Power Supply Company sent personnel to the grape sorting center in Dingzhuang Village, Maoshan City, to inspect the power supply of two automated sorting lines and compressors in cold storage facilities, aiming to support the high-quality development of the wine industry in Dingzhuang.

Known as the "birthplace of grapes in China", Dingzhuang Village has the largest fresh grape production base in Jiangsu Province. Over the past 34 years, the village has cultivated 52 grape varieties including "Kyoho", "Summer Black" and "Shine Muscat", expanding its cultivation area from two mu (about 0.13 hectares) to 20,000 mu (about 1,333 hectares), with an annual output exceeding 20,000 tons. Currently, Dingzhuang grapes are sold through a nationwide network of more than 2,000 supermarkets and shopping malls and have entered high-end markets in Southeast Asia.

In recent years, with the rapid growth of e-commerce, the grape industry in Dingzhuang has also improved its online sales system. To better adapt to this new sales paradigm, the village built a new grape sorting center in 2022, equipped with a 1,600 cubic meter cold storage facility and four additional refrigeration units. In early August this year, five additional chillers were installed, increasing energy consumption by 100 kW. The local power supply department proactively responded by offering customized power solutions, assisting with online applications for new business expansion facilities, and opening a "green channel" to accelerate the connection of a new 400 kVA special transformer in 18 days, a time shortened by 30 days. This rapid response has effectively boosted the development of the local specialty economy and facilitated the export of Dingzhuang grapes to international markets.